

## Message Text

UNCLASSIFIED

PAGE 01 MANILA 04613 140602Z

16

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 126835

R 140346Z APR 75

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 2185

AMEMBASSY BANGKOK

AMEMBASSY HONG KONG

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY SINGAPORE

UNCLAS MANILA 4613

FOR USDOC/BIC/OIM - R. SENSENEY

E.O. 11652: NA

TAGS: BEXP, RP

SUBJ: MARKET BRIEF: REQUEST FOR SUPPLEMENTAL DATA ON REGIONAL MARKET  
FOR INDUSTRIAL AND COMMERCIAL SECURITY DEVICES AND SYSTEM

REF: STATE A-1742, MARCH 13, 1975

1. WE RECEIVED REPAIR ON APRIL 7 AND THUS UNABLE TO PREPARE  
MARKET BRIEF ENVISAGED TO MEET APRIL 15 DEADLINE. AS NOTED IN  
REPAIR, NO RESOURCE ALLOCATION WAS MADE FOR THIS MARKET BRIEF  
IN CURRENT CCP.

2. EMBASSY IS CONVINCED THAT PHILIPPINE MARKET FOR INDUSTRIAL  
AND COMMERCIAL SECURITY DEVICES AND SYSTEMS DOES NOT APPEAR  
ATTRACTIVE ENOUGH FOR SUCCESSFUL PROCUREMENT OF U.S. MANUFACTU-  
RERS BY COMMERCE OR LOCAL PROMOTION OF SINGAPORE EVENT BY POST.  
U.S. ALREADY HAS 66 PERCENT OR \$183,000 OF PHILIPPINE MARKET FOR  
INTER-COMMUNICATION EQUIPMENT WHICH APPEARS TO BE ONE OF  
THE MOST PROMISING CATEGORIES. U.S. SUPPLIERS ALSO HAVE  
A PREDOMINANT SHARE OF THE MARKET FOR ALARM SYSTEMS AND  
LOCKSETS. CONSUMPTION OF PADLOCKS IS MARGINAL WITH NEEDS  
MET FROM LOCAL PRODUCTION. WE QUESTION, THEREFORE, THE  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MANILA 04613 140602Z

MERITS OF A MARKET BRIEF FOR PRODUCT CATEGORIES WHICH WE

SEE AS HAVING ONLY A FEW HUNDRED THOUSAND DOLLARS WORTH  
OF POSSIBLE SUPPLEMENTAL SALES.

3. WE SERIOUSLY DOUBT THAT PHILIPPINE BUSINESSMEN, WHO  
ARE GENERALLY EXPOSED LOCALLY TO RANGE OF U.S. PRODUCTS  
COVERED BY PROMOTION THEME, WOULD SPEND \$400 FOR ROUND-  
TRIP AIR FARE PLUS HOTEL AND OTHER EXPENSES TO VISIT THIS  
SINGAPORE EVENT, EVEN IF THE GOP WOULD FURNISH SHOW  
INVITEES WITH PASSPORTS. TRADITIONALLY, PHILIPPINES HAS  
LIMITED COMMERCIAL RELATIONS WITH SINGAPORE, AND FILIPINO  
BUSINESSMEN TEND TO GRAVITATE TO HONG KONG, WHICH IS CLOSER  
AND MORE FUN, OR FURTHER AFIELD TO TOKYO AND THE UNITED  
STATES. WE QUESTION WHETHER FILIPINO BUSINESSMEN WILL EVER  
BE RECORDED AS SIGNIFICANT VISITORS TO SINGAPORE TRADE EVENTS,  
AND WE BELIEVE THAT ANNUAL DIGITAL COUNT OF SUCH VISITORS  
GENERALLY REFLECTS FACT THEY ARE IN SINGAPORE FOR REASONS  
OTHER THAN USRTC EVENT.  
SULLIVAN

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 14 APR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975MANILA04613  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750129-0327  
**From:** MANILA  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750453/aaaabxce.tel  
**Line Count:** 79  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE A-1742, 75 MARCH 13, 75 1975  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ShawDG  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 30 JUN 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <30 JUN 2003 by maginmm>; APPROVED <22 JAN 2004 by ShawDG>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MARKET BRIEF: REQUEST FOR SUPPLEMENTAL DATA ON REGIONAL MARKET FOR INDUSTRIAL AND COMMERCIAL SECURITY DEVICES AND SYSTEM  
**TAGS:** BEXP, RP  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006